

**In the claims**

**Please amend the claims as follows:**

1-40. (Cancelled)

41. (Previously Presented) A method for controlling provision of digital media content in connection with fundraising by a non-profit organization, the method comprising the steps of:
- creating a plurality of vouchers, each of the vouchers including a corresponding unique identifier and each of the vouchers being redeemable at a retailer to receive digital media content controlled by the retailer;
- providing the plurality of vouchers to the non-profit organization for sale for fundraising;
- storing, in an accounting system, the unique identifiers corresponding to the plurality of vouchers provided to the non-profit organization;
- collecting funds from the non-profit organization relating to the plurality of vouchers;
- receiving from the non-profit organization at least one unique identifier corresponding to at least one voucher to be activated;
- identifying vouchers in the accounting system corresponding to the at least one unique identifier as being activated;
- providing to the retailer information relating to vouchers identified in the

accounting system as being activated;  
receiving from the retailer at least one unique identifier corresponding to at least one voucher to be redeemed; and  
providing funds to the retailer relating to vouchers which are redeemed.

42. (Previously Presented) The method for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 41, wherein the retailer includes a plurality of retailers.
43. (Previously Presented) The method for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 41, wherein the retailer includes an on-line retailer.
44. (Previously Presented) The method for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 41, wherein each of the vouchers includes a corresponding value associated therewith; wherein the storing step includes storing a value associated with each of the vouchers; and wherein the step of receiving from the retailer at least one unique identifier includes the steps of:
  - receiving from the retailer a cost associated with digital media content provided with redemption of the at least one voucher;
  - deducting the cost from the value associated with a voucher corresponding to the at least one unique identifier to determine a second value; and

storing the second value in the accounting system in association with the at least one voucher.

45. (Previously Presented) The method for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 41, wherein each voucher includes a card having a corresponding unique identifier provided thereon.

46. (Previously Presented) The method for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 41 wherein the step of providing information to the retailer includes the steps of:

receiving from the retailer a first unique identifier corresponding to a voucher to be redeemed;

determining from the accounting system whether the voucher corresponding to the first unique identifier had been activated; and

reporting to the retailer whether the voucher corresponding to the first unique identifier had been activated.

47. (Currently amended) The method for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 41 wherein the step of receiving from the non-profit organization at least one unique identifier includes the steps of:

receiving a ~~phone call~~communication at an automated activation unit; and receiving through the ~~phone call~~communication the at least one unique identifier.

48. (Previously Presented) The method for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 41 wherein each of the unique identifiers includes a first partial identifier and a second partial identifier, and wherein the step of providing the plurality of vouchers to the non-profit organization includes the steps of:
- providing each first partial identifier to the non-profit organization; and
- providing each second partial identifier to the non-profit organization separately from the first partial identifiers.

49. (Withdrawn) A method for creating a unique identifier for each of a plurality of vouchers to be redeemed for digital media content, the method comprising the steps of:
- creating a plurality of first partial identifiers, each of the first partial identifiers corresponding to one of the plurality of vouchers;
- creating a plurality of second partial identifiers;
- combining each of the second partial identifiers with a first partial identifier corresponding to one of the plurality of vouchers to create a unique identifier for each of the plurality of voucher.

50. (Withdrawn) A system for controlling provision of digital media content in connection with fundraising by a non-profit organization, the system comprising:

- a generator for creating a plurality of vouchers, each voucher having a unique identifier corresponding thereto;
- a memory for storing the unique identifiers associated with the plurality of vouchers and a status of a corresponding voucher;
- a receiver for receiving at least one unique identifier associated with a corresponding at least one voucher to be activated;
- means for providing an activation status in the memory for each of the plurality of vouchers; and
- means for transmitting the unique identifiers associated with vouchers which have an activated status to a retailer of digital media content to be redeemed.

51. (Withdrawn) The system for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 50 further comprising :

- means for collecting funds from the non-profit organization relating to the plurality of vouchers.

52. (Withdrawn) The system for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 50 further comprising means for receiving from the retailer of digital media content at least one unique identifier corresponding to a voucher to be redeemed.

53. (Withdrawn) The system for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 52 further comprising means for providing funds to the retailer for vouchers which are redeemed.
54. (Withdrawn) The system for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 52 wherein the retailer includes an on-line retailer.
55. (Withdrawn) The system for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 52 further comprising:
- means for storing in the memory a value associated with each of the vouchers; and
- a receiver for receiving from the retailer a cost associated with digital media content redeemed with the voucher; and
- means for deducting in the memory the cost received from the retailer from the value of a voucher.
56. (Withdrawn) The system for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 50 wherein the receiver includes:
- an automated activation unit connected to a telephone line for receiving

telephone calls, the automated activation unit comprising:

means for receiving a telephone call over the telephone line;

means for receiving at least one unique identifier over the telephone line

within the telephone call; and

means for providing the at least one unique identifier received through the telephone call to the means for providing an activation status.

57. (Withdrawn) The system for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 50 wherein the generator includes:

means for creating a plurality of first partial identifiers, each first partial identifier corresponding to one of the plurality of vouchers; and

means for creating a plurality of second partial identifiers, each second partial identifier being combinable with one of the plurality of first partial identifiers to create a unique identifier for a corresponding one of the plurality of vouchers.

58. (New) The method for controlling provision of digital media content in connection with fundraising by a non-profit organization according to claim 47 wherein the communication is a phone call.